

## DESCRIPTION

The Virginia Commission for the Arts supports touring by Virginia performing artists and ensembles within the state. The touring activities are restricted to those listed in the Commission's annual Tour Directory. Any not-for-profit organization, school, or government agency can apply to receive a touring assistance grant to support these activities. Grants are made to the presenter, not to the touring artist(s). Touring artists apply to be listed in the Tour Directory with a set dollar amount reserved to support their touring as outlined below.

## DEADLINE

All application materials must be received in the Commission office by **5:00 PM, July 15, 2013**, for the touring season of July 1, 2014 to June 15, 2015. This is not a postmark deadline.

## ELIGIBILITY & CRITERIA

Eligible applicants for Tour Directory listing are Virginia performing artists and performing arts organizations/ensembles. Virginia artists and arts organizations must reside or be headquartered in the state of Virginia. For larger ensembles, the majority of its members must be Virginia residents. Individual students or organizations whose members are primarily PK-12 or undergraduate college students are not eligible for inclusion in the Tour Directory. Eligible activities include programs listed in the Virginia Commission's Tour Directory which take place outside of the home area of the touring artist(s).

## APPLICATIONS ARE EVALUATED ON THE FOLLOWING CRITERIA

1. artistic excellence
2. effective management
3. availability of similar touring programs in the state
4. cost effectiveness of the proposed tour
5. evidence of presenter interest in the proposed tour
6. impact of the proposed tour on the career of the touring artist or organization

## APPLICATION REVIEW & PAYMENT PROCEDURE

**For Performers.** The artist/ensemble submits a complete application to the Commission by **July 15, 2013 deadline**. The Touring Program advisory panel reviews the proposals and makes recommendations to the Commission. The Commission approves artists/ensembles for touring support and reserves a block of funds for each. Decisions will be announced in late October, 2013. By late November 2013, the Commission will distribute the 2014-2015 Tour Directory with information about artists and ensembles eligible for touring support and descriptions of their touring program.

**For Presenters.** The Commission will begin accepting touring assistance applications from presenters on March 15, 2014. Applications submitted before that date will be returned. Presenters send applications for touring support, including copies of signed contracts with touring artists/ensembles, to the Commission. Applications must be received by the Commission at least **four weeks** prior to the event and no later than December 1, 2014. The Commission awards touring support grants to presenters of a particular artist/ensemble on a first-come, first-served basis from that artist's/ensemble's allocation. Award letters are generally mailed two weeks after receipt of each presenter's application by the Commission.

**Wait List.** If an artist/ensemble listed in the 2014-2015 Tour Directory has booked a tour and used all of its original allocation by December 1, 2014, it may book additional performances and encourage the presenters to apply to the Commission's "wait list" on a first-come, first-served basis for funds which have gone unused by other artists/ensembles. It is the responsibility of the artist/ensemble to explain to the presenter that there is no guarantee of funding in this situation. After December 1, the Commission will pool any uncommitted touring funds and award them to presenters on the wait list or other presenters which apply to support activities of eligible artists/ensembles.

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**Note: Artists/Ensembles which are awarded an allotment of \$25,000 or greater may not receive any additional support through the wait list.**

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12 collated, stapled copies of #1-16 and one copy each of #17 must be received by the Commission **on or before 5:00 p.m., July 15, 2013**. The Commission will not accept applications via fax or e-mail. Original signatures are required.

## Mail application to:

Virginia Commission for the Arts  
1001 East Broad Street, Suite 330  
Richmond, VA 23219  
804.225.3132 (Voice/TDD)  
[www.arts.virginia.gov](http://www.arts.virginia.gov)

## Please Note New Address

## DIRECTIONS

Provide all the information requested below in the order listed and send it to the Commission at the mailing address above.

Please type answers to all of the following sections on your own paper following the numbered sequence. Use 8.5" x 11" size white paper and 12 point or larger type. No double-sided copies please.

1. Type **"Artist Application for the 2014-2015 Tour Directory"** at the head of the page.
2. **Name of Touring Organization or Artist(s)** as you would like it to appear in the Tour Directory.
3. **Contact Person (Manager/Agent)**. Name of the individual presenters should contact for booking information.
4. **Address, including city, and zip code** to be listed in directory.
5. **Telephone, email, website** for the contact person above listed in #3.
6. **Address and phone at which the Virginia Commission can reach the applicant for more information** (if different from above, if same, write "same.")
7. **Tour Allocation Requested**. The total allocation requested cannot exceed 50% of the total fees to presenters for all services. In other words, the total request cannot be greater than 50% of the total income figure in your proposed 2014-2015 budget. See item #11 below.  
  
If you are currently listed in the Tour Directory and are requesting a significant increase in your touring allocation, give a brief explanation of how you determined that increase. Include as much specific information as possible, such as having X number of presenters on the waiting list, etc.
8. **Fees (or range of fees) to Presenters for one service**. For this application, a service is described as one concert, performance, workshop, lecture/demonstration or other program. (If you plan to tour only one service, or if all your services cost about the same amount, then just list the fee to the presenter.
9. **Dates Available for Touring**. Please specify any touring constraints.
10. **Narrative Description**. A narrative description not to exceed two pages which includes the history of the organization or a biography of the artist(s); a description of each of the services to be toured (identify as "Service A, Service B," etc.); and the primary audience for each of the services. Solo artists or small ensembles should attach current resumes. This information will be used by the advisory panel in making recommendations for the Tour Directory.
11. **Budget for 2014-2015 Touring**. The proposed budget for 2014-2015 should indicate the total income and expenses for your tour. The budget should include the following expenses when applicable: artistic and technical salaries, travel, marketing, shipping and transportation, royalties, administrative overhead. Total income for touring should include presenter fees, money raised specifically to underwrite your tour (if any), and other funds from your organization's general operating budget (if any). Indicate the number and type of services (performances, workshops, lecture/demonstrations, master classes, etc.) you project; e.g. "This budget is based on 15 performances and 6 lecture/demonstrations."
12. **2012-2013 Statement of Revenues and Expenses**. Provide a statement of revenues and expenses for your 2012-2013 touring activities.
13. **2011-2013 Virginia presenters**. Provide a list of all your 2011, 2012 and any 2013 Virginia presenters, including VCA-supported and non VCA-supported activities, and the fee paid by each.
14. **What strategies will you use to market your tour to Virginia presenters?**

**15. Manager Resume or Brief Biographical Information.** Attach a resume or biography on the person(s) who will be responsible for booking your tour. Please indicate his/her title or position relative to your organization or tour.

**16. Critical Reviews and Presenter Interest.** Please provide critical reviews or other written endorsements of previous touring engagements as well as letters of other evidence of presenter interest. Be sure that the reviews and letters of support include dates. If possible, these reviews and written endorsements should be recent.

**17. Signature of Authorized Agent of Touring Organization or Artist**

Typed Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Federal Employer Identification Number (if any) \_\_\_\_\_

**ATTACHMENTS (ONLY ONE COPY OF THE FOLLOWING IS NEEDED):**

**18. Artistic Quality Documentation.** The Commission requires you to include a DVD/video showing you or your ensemble in performance. The review panelists want to know how performers appear on stage. If you are concerned about the recorded sound quality, you have the option of asking the reviewers to watch 2.5 minutes of video and then listen to 2.5 minutes of your CD. Please provide a cue sheet with your DVD and CD describing the selection. Label the work sample with the date it was produced. If you perform several styles of work, you may edit the DVD or CD to include segments demonstrating different work, however, the limit is 5 minutes. The selection must represent what you will perform on tour. Do not send promotional DVDs or CDs. **Applicants must include a self-addressed stamped envelope if they would like the return of the DVD or CD.**

## TIPS ON APPLYING FOR INCLUSION IN THE TOUR DIRECTORY

1. Evaluation criteria are included with application instructions.
2. We encourage you to contact the Commission office in spring of 2013 to obtain a list of the Tour Directory panelists. You should add these individuals to your mailing lists and inform them, as well as the board and staff members of the Commission, of any performance dates occurring prior to the panel meeting. Although the panel will be reviewing the work sample submitted with your application, a better understanding of artistic quality can be observed through a live performance.
3. The budget section should reflect a realistic estimate of your Virginia touring expenses. It is used to evaluate your management ability and your ability to carry out the proposed tour, so there should be a clear relation between the number of proposed presenters, the presenter fee, and your estimated expenses.
4. Be consistent throughout the application whenever listing presenter fees. If Program A costs \$1,000 on the first page it should cost \$1,000 when described in your narrative section. It is fine to use a range for presenter fees where indicated.
5. Because the Touring Assistance Program's purpose is to increase opportunities for Virginians to see high quality performing arts events, the panel may also review your list of presenters who have received Touring Program funds. Have you used your past allocations to build new audiences, or to subsidize engagements where you have appeared for many years without Touring Program support?
6. The advisory panel is also concerned with your commitment to touring in Virginia; explain how touring Virginia fulfills you or your organization's mission or goals.
7. The quality of the performance on your work sample is critical to the panel's evaluation of your application. Generally, the full panel will review no more than five (5) minutes of your work sample. Select work that shows your strongest technical and artistic abilities, and also conveys the breadth of your styles and the range of performers. The Commission requires you to include a DVD/video showing you or your ensemble in performance. The review panelists want to know how performers appear on stage. If you are concerned about the recorded sound quality, you have the option of asking the reviewers to watch 2.5 minutes of video and then listening to 2.5 minutes of your CD.
8. The work sample should reflect the work you propose to tour. Do not send promotional DVDs or CDs that do not demonstrate your artistic work. If your work includes audience interaction, please include a selection showing this. List the performance date on the cue sheet for each segment of the work sample. All DVDs should be cued to the first selection you wish the panel to review. The panel may choose to review anything submitted.
  - All applicants must submit a DVD or CD-ROM with 5 minutes of performance. If you are concerned about the recorded sound quality, you have the option of asking the reviewers to watch 2.5 minutes of video and then listen to 2.5 minutes of your CD.
  - Test all DVD copies on a DVD player (not a computer) to ensure they function correctly.

**For Previous Applicants:** In choosing your work sample to be included with the application select a sample that illustrates what you propose to tour. You are not required to send a different work sample every year, but if you have changed your programs, the work sample should reflect those changes. It is not a requirement that the work sample be professionally produced, but be sure that it is clear, both visually and audibly, so that the reviewers have a good understanding of the quality of your work.

**For Current Tour Directory Artists/Organizations:** Once you are in the Touring Program, staying in the Program in future years is neither automatic nor guaranteed. If you have been in the Touring Program before, the panel will review your funding history and the use of your allocation. Since the panel meets in the middle of the presenter application season which will run March 15-December 1, they mainly look to the previous year's record as evidence of a complete season, but may also inquire about what bookings you have planned for the most recent year. The amounts of touring allocations are based on each performer's/ensemble's use of previous allocations. Leaving a significant portion of your current allocation unused will mean a reduction in the next allocation.